



MMDC II: Thinking Model *Process*

- Build credibility from general understanding



- Start with informed questions



- Gather evidence (consumer; market...)



- Build hypothesis



- Go back against data (what resources)



- Go forward w/hypothesis or modify

- What are the options/ideas?



- Evaluate ideas in a strategic context

- What is your Brand strategy?
- Portfolio issues
- Budgets



- *Develop best recommendation*

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